

RINGKASAN

UKM Abon Cap Jago merupakan UKM di Purwokerto yang memproduksi abon ayam. UKM ini memiliki potensi untuk dikembangkan karena permintaan produknya terus meningkat. Namun seiring dengan peningkatan tersebut, UKM ini semakin banyak mendapatkan pesaing. Untuk dapat memenangkan persaingan maka perlu dilakukan analisis tingkat kepentingan dan kepuasan konsumen menggunakan *marketing mix* (bauran pemasaran) untuk mengetahui kelebihan serta kelemahan produk. Metode yang dapat digunakan untuk menilai tingkat kepuasan konsumen dan mengembangkan produk yaitu *Importance Performance Analysis* dan *Customer Satisfaction Index*. Oleh karena itu, penelitian ini bertujuan untuk: 1) mengetahui profil konsumen abon ayam Cap Jago; 2) menentukan prioritas atribut yang harus diperbaiki dari produk abon ayam Cap Jago berdasarkan tingkat kesesuaian dan *importance performance analysis*; 3) menghasilkan rekomendasi strategi perbaikan abon ayam Cap Jago; dan 4) menganalisis indeks kepuasan konsumen terhadap produk abon ayam Cap Jago.

Penelitian dilaksanakan di Usaha Kecil Menengah (UKM) Abon Cap Jago yang berlokasi di Kelurahan Purwanegara, Kabupaten Banyumas. Penelitian terdiri atas identifikasi profil konsumen, uji coba kuesioner, analisis tingkat kepuasan, kepentingan dan kesesuaian konsumen, serta penentuan indeks kepuasan pelanggan. Penentuan responden pada penelitian ini menggunakan teknik *purposive sampling*, sehingga responden yang dipilih ialah konsumen yang pernah mengonsumsi abon ayam Cap Jago minimal satu kali dalam tiga bulan terakhir. Jumlah responden sebanyak 100 orang, ditentukan menggunakan rumus Lemeshow. Analisis data yang digunakan yaitu analisis deskriptif untuk mengetahui profil konsumen, kemudian uji validitas dan reliabilitas untuk uji coba kuesioner, uji tingkat kesesuaian, *Importance Performance Analysis* (IPA) dan *Customer Satisfaction Index* (CSI).

Hasil penelitian menunjukkan bahwa konsumen abon ayam Cap Jago didominasi oleh wanita, memiliki usia sekitar 21-30 tahun, pendidikan terakhir SMA/SMK, pekerjaan pegawai swasta, pendapatan $\geq 2-5$ juta, keperluan membeli untuk konsumsi pribadi, dengan frekuensi pembelian 1 kali, dan jenis kemasan yang paling sering dibeli ialah kemasan plastik biasa.

Atribut yang diamati pada variabel produk yaitu atribut rasa khas daging ayam, rasa manis pada abon ayam, rasa pedas pada abon ayam, tekstur abon ayam, aroma pedas pada abon ayam, warna abon ayam, ukuran kemasan abon ayam, dan umur simpan produk abon ayam. Pada variabel kemasan, terdiri atas jenis kemasan *standing pouch*, jenis kemasan plastik biasa, kemudahan membuka kemasan *standing pouch*, kemudahan membuka kemasan plastik biasa, kekuatan kemasan *standing pouch*, kekuatan kemasan plastik biasa, design label kemasan produk, informasi produk pada kemasan produk abon ayam. Sedangkan untuk variabel harga, terdiri atas atribut kesesuaian harga abon ayam *standing pouch* 80 gram (Rp. 15.000), kesesuaian harga abon ayam *standing pouch* 250 gram (Rp. 42.000), kesesuaian harga abon ayam plastik biasa 80 gram (Rp. 13.000), dan kesesuaian harga abon ayam plastik biasa 250 gram (Rp. 37.500). Adapun

variabel terakhir yaitu tempat dan promosi, terdiri atas atribut pembelian dan ketersediaan produk di pasar swalayan, pembelian dan ketersediaan produk di rumah produksi, media promosi melalui pameran, dan pemberian diskon untuk pembelian jumlah banyak.

Hasil penelitian menunjukkan terdapat lima atribut yang dirumuskan strategi perbaikannya berdasarkan tingkat kesesuaian terendah dan atribut-atribut yang terdapat pada kuadran 1 diagram kartesius dari masing-masing variabel, yaitu pemberian diskon untuk pembelian jumlah banyak, kemudahan membuka kemasan plastik biasa, kesesuaian harga produk abon ayam *standing pouch* 250 gram (Rp. 42.000), umur simpan produk abon ayam dan tekstur abon ayam.

Rekomendasi perbaikan yang dapat diberikan meliputi memberikan potongan harga, mengganti kemasan plastik menjadi *zipper pouch*, memberikan extra isi untuk kemasan *standing pouch* 250 gram, mengganti jenis kemasan dan juga menambahkan label saran penyimpanan serta mempertahankan kesegaran daging yang digunakan, memperhatikan waktu perebusan dan penggorengan yaitu masing-masing ± 1 jam, serta penggunaan minyak yang tidak berulang. Nilai index kepuasan pelanggan yang didapatkan yaitu sebesar 73,86% yang menunjukkan bahwa indeks kepuasan pelanggan termasuk kedalam kriteria “puas”.

SUMMARY

UKM Abon Cap Jago is an UKM in Purwokerto that produces shredded chicken. This UKM has the potential to be developed because the demand for its product continues to increase. But along with this increase, these UKM gets many competitors. To be able to win the competition, it is necessary to analyze the level of importance and customer satisfaction using marketing mix to find out the strengths and weaknesses of the product. The method that can be used to measure the level of customer satisfaction and to develop products are importance performance analysis and customer satisfaction index. Therefore, this study aims to: 1) find out the customer's profile of Cap Jago shredded chicken; 2) determine the priority of attributes that must be improved from Cap Jago shredded chicken based on the level of conformity and importance performance analysis; 3) produce recommendations for the product development strategy of Cap Jago shredded chicken; 4) analyze the customer satisfaction index of Cap Jago shredded chicken.

The study held in UKM Abon Cap Jago located in Purwanegara, Banyumas Regency. The study consisted of identifying customer profiles, testing questionnaires, analyzing the level of satisfaction, importance and conformity of customers, and determining customer satisfaction index. The respondents are determined by using purposive sampling techniques, so the selected respondents were consumers who had consumed Cap Jago shredded chicken at least once in the last three months. The number of respondents is 100, determined using the Lemeshow formula. To analyze the data used descriptive analysis to determine customer profiles, then test the validity and reliability for questionnaire trials, conformity test, Importance Performance Analysis (IPA) and Customer Satisfaction Index (CSI).

The results showed that Cap Jago shredded chicken's customers are dominated by women, around 21-30 years old, last education was senior high school/vocational high school, private employees, the income around ≥ 2 -5 million, purchase needs for personal consumption, with a number of purchases one time, and the type of packaging most often purchased are ordinary plastic packaging.

Observed attributes in the product variables are the chicken flavor, the sweet taste, the spicy flavor, the texture of shredded chicken, the spicy aroma of the shredded chicken, the color of shredded chicken, the packaging size, and the shelf life of the shredded chicken product. In the packaging variable, it consists of the type of standing pouch packaging, the type of ordinary plastic packaging, the strength of the standing pouch packaging, the strength of ordinary plastic packaging, the label design of product packaging, product information on the product packaging. Whereas for the price variable, it consists of conformity of shredded chicken with standing pouch 80 gram (Rp. 15.000), conformity of shredded chicken with standing pouch 250 gram (Rp. 42.000), conformity of shredded chicken with ordinary plastic packaging 80 gram (Rp. 42.000), and conformity of shredded chicken with ordinary plastic packaging 250 gram (Rp.

37.500). And last variable is place and promotion, consisting of attributes of purchase and products's availability in supermarkets, purchase and products's availability in production houses, promotional through exhibitions, and giving discounts for purchasing large quantities.

There were five attributes which were formulated as improvement strategies based on the lowest level of conformity and attributes found in 1st quadrant of cartesius's diagram, namely giving discounts for purchasing large quantities, ease of opening the plastic packaging, conformity of shredded chicken with standing pouch 250 gram (Rp. 42.000), shelf life of shredded chicken products and the texture of shredded chicken. The recommendations for products development that can be given are give discounts, replace the plastic packaging into zipper pouch, giving extra volume for the standing pouch 250 gram packaging, change the type of packaging and add a storage suggestion on label, and maintain the freshness of the meat used, pay attention to boiling and frying time, which is ± 1 hour each, as well as non-recurring oil use. The value of CSI for Cap Jago shredded chicken is 73,86% which indicates that it is included in the criteria of "satisfied".